

PROJECT NUMBER : 4022
PROJECT TITLE : Product Development, Affiliates and Licensees
PROJECT LEADER : R. E. Tinker
PERIOD COVERED : July, 1991

I. L&M PROJECT (Venezuela)

- A. **Objective:** Develop an acceptable L&M product for the Venezuelan market.
- B. **Status:** L&M prototypes (80mm) have been produced in Venezuela and submitted for C.I.'s in Richmond.
- C. **Plans:** If C.I.'s are within specifications, submit samples to the Richmond Panel for final approval.

II. PROJECT ANDES (Panama)

- A. **Objective:** Develop an acceptable L&M Menthol for Panama.
- B. **Status:** C.I.'s have been completed on 80mm FTB and samples submitted to Richmond Panel for subjective approval.
- C. **Plans:** If Richmond Panel approves subjectively. Panama will launch.

III. MARLBORO IMPROVEMENT PROGRAM (Brazil)

- A. **Objective:** Make blend changes to improve the subjective character of the Brazilian Marlboro family.
- B. **Status:** Brazil has produced three new prototypes (0% Oriental, 7.5% Oriental & 10% Oriental). Samples were submitted for C.I.'s on 7/13/91.
- C. **Plans:** When C.I.'s are completed, submit samples to Leaf and Richmond Panel for subjective evaluations.

IV. L&M PROJECT (Mexico)

- A. **Objective:** Develop an acceptable L&M product using USA produced casings/flavors.
- B. **Status:** C.I.'s are complete on three prototypes produced in Mexico.
- C. **Plans:** Discuss C.I. results and possible blend modifications with Richmond Leaf Department.

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